

LINDA F. TOUKAN
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Boulder, CO 80304
(303) 827-8770



SUMMARY OF QUALIFICATIONS:

- Over twenty years of professional experience combined in the manufacturing and service industries.
- Over eight years of diversified and progressively responsible marketing and marketing management experience of developing and executing highly successful marketing strategies and programs.
- Proven ability to conceive, develop, and direct the implementation of fully-integrated marketing promotions, including print, television, radio, outdoor advertising, direct mail campaigns, telemarketing efforts, point-of-sale collateral materials, premiums and displays.
- Expertise in promotion, pricing and launching new products.
- Extensive computer systems experience, including database design/development. PC proficient.
- A Master of Business Administration Degree in Marketing. Adjunct Professor.
- Successful experience in event, seminar and sports marketing. E-Commerce knowledgeable.

EXPERIENCE:

Current **TOUKAN CONSULTING**
IT & Marketing Consultant

www.ToukanConsulting.com

Boulder, CO

Provides marketing and IT consulting services to organizations from small businesses to large corporations.

- Developing business plan for revolutionary fitness e-commerce start-up which will provide needed services and promotional opportunities to health centers, instructors and trainers in the health club, hospitality, in-home, educational, government and aging sectors and outlet for fitness, apparel, entertainment and music industries.
- Analyzed, designed, programmed, tested and trained users on a clinical monitoring MS Access database system for a major pharmaceutical. Multi-user, secured system features multiple protocols' data entry, processing and reporting of monitoring data. Designed, wrote and compiled User Manuals.
- Data gathering, analysis, development, programming, testing and User acceptance of 29 standardized Monitoring Forms and Compliance Metrics for US Monitoring Division of a major pharmaceutical.
- Represented large pharma division on a multi-level task force to negotiate and obtain nationwide cellular service. Performed data gathering, analysis, provided communication strategy and media plan recommendations.
- Planned and implemented direct mail campaigns having up to a 32% close rate.
- Developed marketing plan to increase sales of video products. Implementation of one plan tactic led to publicity in a front-page article with color photo in the largest local paper.
- Developed a business plan for an in-line skate park and was featured on the front-page of *The Philadelphia Inquirer's* business section.

COMCAST METROPHONE

Wayne, PA

Marketing Manager - Promotion & Pricing

Plans, directs and coordinates the development and execution of fully-integrated promotions and marketing support for this wireless communications company serving the 4th largest cellular market in the USA.

- Directs market research and competitive analysis. Identifies sales opportunities and target markets. Conceived 8 new service features. Developed a new mix of service plans which generated over \$400,000 in incremental revenue.
- Develops pricing and cooperative strategies and policies.
- Conceived, developed and managed the execution of fully-integrated sales promotions which achieved an 8% increase in activations and strengthened relationships with retail outlets in the automotive industry.
- Plans, organizes and coordinates special promotional events including expositions, trade shows, seminars and distributor kickoffs. Kickoffs were rated "best ever" by the sales team.



EXPERIENCE (continued):

Marketing Manager - Distributor Sales Programs

Developed, implemented and managed fully-integrated marketing/sales promotions and programs for the direct and indirect distribution channels.

- Developed and managed the execution of an average of 20 promotions per quarter.
- Winner of the Victory Club Award and two Platinum Club Awards for exceeding service activation and revenue goals.
- Developed a highly successful coupon program for the automotive distribution channel which generated 40% of service activations in 1 year.
- Developed and managed the execution of a marketing promotion to announce Comcast's acquisition of Metrophone to the friends and business associates of Comcast's senior executives. The promotion, which served as the foundation for an ongoing VIP Referral Program, generated a 56% response rate and a 35% close rate.
- Assisted with the development and managed the implementation of a corporate identity program designed to increase awareness of the Company's new name and promote the Company's exclusive service features.
- Conceived, developed and managed the execution of a highly successful gift certificate promotion which was subsequently adopted as an ongoing marketing program. The program stimulated sales and generated a substantial cash infusion.
- Conceived, developed and managed the execution of a highly successful direct mail marketing promotion in conjunction with a large specialty retailer. The promotion increased new service activations by 55%.
- Developed and managed the implementation of a new service feature which provided corporate customers with a direct connection to their office.

Program Manager - Marketing and Revenues

Developed and directed the implementation of new service programs and expanded telecommunications services. Increased sales by 208% by modifying services, revising prices and employing new promotions.

Marketing Systems Supervisor

Managed a multi-million dollar strategic business unit representing 20% of total revenues. Increased intercarrier revenues by 260%. Implemented operational systems resulting in a net savings of \$300,000 while reducing customer billing problems.

UNI-COLL CORPORATION
Account Representative

Philadelphia, PA

ROYAL BUSINESS MACHINES
Computer Programmer

Windsor, CT

COMBUSTION ENGINEERING
Computer Programmer

Bloomfield, NJ

EDUCATION (while working part-time):

DREXEL UNIVERSITY
Master of Business Administration Degree

Philadelphia, PA
G.P.A. 3.5

VILLANOVA UNIVERSITY
Bachelor of Arts Degree in Psychology

Villanova, PA
G.P.A. 3.1